



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **Japan**

### **Market Development Reports**

## **Japanese Cranberry Market Expands Rapidly 2000**

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#### **Report Highlights:**

**In the 1999 season (Aug. 1999 - July 2000), Japanese imports of cranberries from the United States jumped seven fold to approximately 80,000 barrels (3,628 metric tons), valued at approximately \$5 million (FOB) from the previous season. Japanese industry estimates the imports from the United States will increase to 120,000 - 150,000 barrels (5,443 - 6,804 metric tons) in the 2000 season. Cranberry's strong health benefits is the key for the increase.**

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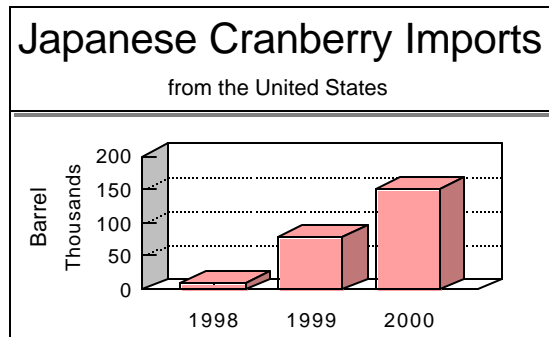
Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Tokyo [JA1], JA



**Executive Summary****Japanese Cranberry Market Expands Rapidly**

Lately, Japanese food market has been booming with cranberries. Cranberry's strong health benefits ignited the sales of cranberry juice, yogurt, pastry and candy products. The research finds that cranberry's Vitamin C and Anthocyanin cure cancer, heart disease, gum disease and urinary problems.

In the 1999 season (Aug. 1999 - July 2000), Japanese imports of cranberries from the United

States jumped seven fold to approximately 80,000 barrels (3,628 metric tons) (at fresh berry conversion), valued at approximately \$5 million (on a FOB basis) from the previous season. Japanese industry estimates the imports from the United States will even jump to 120,000 - 150,000 barrels (5,443 - 6,804 metric tons) in the 2000 season (Aug. 2000 - July 2001.)

There is no production of cranberries in Japan; therefore, Japanese cranberries are all imported. The official statistics for cranberry imports are unavailable, since cranberry is a minor item in Japan's food import arena. The majority of cranberries are from the United States (over 99 percent.) Ocean Spray (U.S. cranberry grower/processor coop) has been marketing cranberries in Japan for over two decades and shares the majority of Japan's cranberry market. Cranberries are imported in the forms of dried, frozen and concentrated juice and sold to Japan's food processors and retailers. The recent decline in wholesale prices due to an excess supply of U.S. cranberries also encouraged Japanese sales of cranberry products, according to Tokyo traders.

**Japanese Wholesale Prices of Cranberries**

*Japanese Industry Estimate*

	<b>1999/2000 (Estimate)</b>	<b>Changes from 98/99</b>
<b>Dried</b>	1,100 - 1,300 yen/KG (\$10.37 - \$12.26/KG)	10% - 20% down
<b>Frozen</b>	500 yen/KG (\$4.71/KG)	10% down
<b>Concentrated Juice</b>	1,800 yen/KG (\$16.98/KG)	10% down

